

Memorandum



Date: October 18, 2005

To: Honorable Chairperson Joe A. Martinez
and Members, Board of County Commissioners

From: George M. Burgess
County Manager

Agenda Item No. 12(B)2

Subject: Report: Tourist Development Council Nomination Process

In response to input received during the June 15, 2005 Intergovernmental, Recreation and Cultural Affairs Committee meeting, the Department of Cultural Affairs has developed a nominations process for current and future appointments of board members to the Tourist Development Council (TDC). The process will be initiated this fall with the goal of recommending a full slate of candidates for the TDC to the Board of County Commissioners.

State Statute 125.0104 requires that the governing board of the County appoint members of the TDC and that they serve for staggered terms of 4 years. County Ordinance 78-28 states that members of the TDC are to be appointed by resolution of the County Commission.

The State Statute and County Ordinance establishing the TDC do not set forth a specific nomination process to address expired terms and vacancies of TDC board members. In addition, neither the State Statute nor the County Ordinance prescribes term limits for TDC members.

Consequently, it is proposed that a nomination process be established for current and future appointments of board members to the TDC. This process can address the status of the current TDC board members whose terms have expired. Although neither the State Statute nor the County Ordinance addresses the issue of board continuity, it has been a practice of the TDC that members continue to serve until they are reappointed or replaced. It is recommended that the current members of the TDC remain to conduct business until this nomination and appointment process is concluded.

Qualifications for TDC Members:

Pursuant to the State Statute and County Ordinance, the composition of the TDC must be comprised of nine (9) members with the following qualifications:

- One (1) member: the Chair of the County Commission or a member of the County Commission designated by the Chair;
- Two (2) members: elected municipal officials, at least one of whom shall be from the most populous municipality in the County (i.e., the City of Miami);
- Three (3) members: owners or operators of motels, hotels or other tourist accommodations in the County and subject to the tourist development tax; and
- Three (3) members: persons who are involved in the tourist industry and who have demonstrated an interest in tourist development, but who are not owners or operators of motels, hotels, or other tourist accommodations in the County and not subject to the tax.

Nomination Process:

A nomination process will be established for screening and recommending candidates for the TDC. The process will include the placement of an advertisement to solicit qualified candidates to submit a resume and a letter of interest stating the reason for nomination and how Miami-Dade's tourism industry would benefit by the appointment (sample advertisement attached). TDC members whose terms have expired may submit their credentials if they are interested in being re-appointed. It is proposed that a nominating committee be established and comprised of individuals in the following positions to review the submitted nominations:

Chairperson, Tourist Development Council
Chairperson, County Commission Committee with Responsibility for the TDC
President & CEO, Greater Miami Convention and Visitors Bureau
President & CEO, Greater Miami & the Beaches Hotel and Motel Association
Chairperson, Visitor Industry Council
Assistant County Manager with Responsibility for the TDC

Respectively, these individuals currently are: Commissioner Bruno Barreiro, Commissioner Sally A. Heyman, William Talbert, Stuart Blumberg, Dr. Larry Rice (to be confirmed) and Alex Muñoz.

The recommendations of the nominating committee regarding candidates and staggered terms will be forwarded to the Intergovernmental, Recreation and Cultural Affairs Committee and to the Board of County Commissioners for final review and approval.

Timetable:

July 12, 2005	Report to TDC on Nomination Process
September 14, 2005	Update to IRCA Committee on Nomination Process
Late September 2005	Advertisement for TDC Candidates
October 10, 2005	Deadline for Nominations
October 2005	Nominating Committee Review of Candidates and Recommendations
November 8, 2005	IRCA Committee Review of Nominations
December 6, 2005	Board of County Commissioners Review and Approval of TDC Nominations


Alex Muñoz
Assistant County Manager

Attachments: Sample Advertisement
 Category and Tenure of Current TDC Members
 Attendance Record of TDC Members

Sample Advertisement

Miami-Dade County is soliciting nominations to fill vacancies on the Tourist Development Council Board. Nominees must be qualified electors of Miami-Dade County, may not be members of another County board and must have one of the following qualifications: be an owner or operator of motels, hotels or other tourist accommodations in the County and subject to the tourist development tax; be involved in the tourist industry and have demonstrated an interest in tourist development; or be an elected municipal official nominated by her/his City Commission.

Send a cover letter stating how Miami-Dade's tourism industry would benefit from the nomination and a resume to: Miami-Dade Department of Cultural Affairs Council, 111 N.W. 1st Street, Suite 625, Miami FL 33128. Deadline: 4:00 PM, October 10, 2005. Call 305-375-5092 for more information.

Category and Tenure of Current TDC Members

TDC Member	Board Category	Date Appointed
Commissioner Bruno Barreiro	A member of the County Commission designated by the Chair	October 2002
Commissioner Angel Gonzales	An elected municipal official from the most populous municipality in the County (i.e., the City of Miami)	November 2003
Commissioner Matti Herrera-Bower	An elected municipal official	December 1999
William Ader	An owner or operator of motels, hotels or other tourist accommodations in the County and subject to the tourist development tax	September 1993 Reappointed: January 2000
Ada Llerandi	An owner or operator of motels, hotels or other tourist accommodations in the County and subject to the tourist development tax	December 1999
William Lone	An owner or operator of motels, hotels or other tourist accommodations in the County and subject to the tourist development tax	December 1999
Rodney Barreto	A person who is involved in the tourist industry and who has demonstrated an interest in tourist development, but who is not an owner or operator of motels, hotels, or other tourist accommodations in the County and subject to the tax	September 1993 Reappointed: January 2000
William Perry, III	A person who is involved in the tourist industry and who has demonstrated an interest in tourist development, but who is not an owner or operator of motels, hotels, or other tourist accommodations in the County and subject to the tax	March 1997
Mary Kim Sovia	A person who is involved in the tourist industry and who has demonstrated an interest in tourist development, but who is not an owner or operator of motels, hotels, or other tourist accommodations in the County and subject to the tax	September 1994 Reappointed: January 2000

Attendance Record of TDC Members

Panel Member	FY2002-2003				FY2003-2004				FY2004-2005			
	1 st Q	2 nd Q	3 rd Q	4 th Q	1 st Q	2 nd Q	3 rd Q	4 th Q	1 st Q	2 nd Q	3 rd Q	4 th Q
Chairperson Gwen Margolis	P											
Chairman Bruno Barrero		P	P	P	P	P	P	P	P	P	P	A
William Ader	P	A	P	A	P	P	A	P	A	A	P	A
Rodney Barreto	P	A	A	A	A	A	A	A	P	A	P	A
Commissioner Matti H. Bower	P	A	P	P	P	P	P	A	P	P	A	P
Ada Llerandi	P	P	P	P	P	P	P	P	P	P	P	A
William F. Lone	P	P	A	P	P	A	P	P	A	P	A	P
William Perry, III	P	P	P	P	P	P	A	P	P	P	P	P
Mary Kim Sovia	P	P	A	P	P	P	A	P	P	A	P	P
Commissioner Arthur Teele	A	A	A	A	A	A						
Commissioner Angel Gonzalez							P	A	A	A	P	P

**Key: A = Absent
P = Present**